

Press release: UK Government in Wales Minister in export push at global Welsh whisky firm

Minister for the UK Government in Wales, Guto Bebb MP is today (9 October) visiting Welsh whisky distillery, Penderyn to highlight the vast opportunities that await companies with the drive to get out into the wider world, to trade and do business right around the globe.

Penderyn, based near the Brecon Beacons National Park, has rapidly grown its brand since its creation in 2000. The company now exports to international markets in 25 countries including China, Russia, Australia and, more recently, Japan as the appetite for the locally produced single malt whiskies and spirits spreads worldwide.

The visit comes following the Secretary of State for Wales Alun Cairns recent trade mission to Japan where he met leading international companies to discuss the great potential for further inward investment in the United Kingdom. The UK Government in Wales will also aim to introduce other Welsh businesses to Japanese investors this week at a reception in Gwydyr House in London on Wednesday evening.

Minister for the UK Government in Wales, Guto Bebb MP said:

Penderyn is a fantastic example of a local Welsh business with a world-wide reputation. The company is showcasing the very best of Wales on the international stage and paving the way for other Welsh businesses to become export success stories too.

Penderyn is a business that adds real value to the regional economy in the Welsh Valleys – both in manufacturing and also more recently in the tourism business. It is no surprise that thousands of people visit the distillery every year to see the quality of Welsh whisky and the strength of our food and drink industry.

As Britain prepares to leave the European Union, now is the time to explore new opportunities for trade and export further afield. The UK Government will fully support all Welsh businesses who are eager to seek out new markets overseas.

Wales is already an exporting nation. In 2016 there were more than 3,800 businesses exporting in Wales with an annual combined value of £12.4bn exports. Now, Ministers are urging other business to take up the support on offer including financial incentives and online matching services.

The Secretary of State for Wales, Alun Cairns has recently written to over

26,000 Welsh businesses identified as potential exporters including a copy to the Wales Export Guide. The Wales specific guide sets out the full range of support available to Welsh businesses from the UK Government and contains inspiring stories of companies based in Wales that are successfully exporting.

Notes to editors

- Penderyn is a Welsh whisky distillery and brand, producing the first whisky made in Wales since the 19th century. Before this whisky was produced in Wales since the 4th century.
- Penderyn is distilled and produced at the Penderyn Distillery is situated in the southern tip of the Brecon Beacons National Park, in the village of Penderyn, Rhondda Cynon Taf, in the Cynon Valley, from which the brand takes its name. The site was chosen because of its own supply of natural spring water.
- The company initially began in 2000 as the Welsh Whisky Company. Whisky had previously been distilled in Wales for centuries, but ceased in 1894.
- Penderyn became the first whisky to be manufactured in Wales for over a century when sales started on St David's Day in 2004 at a launch with HRH Prince Charles. It remains the only whisky currently produced in Wales.
- The company opened up a visitors centre in June 2008, with Prince Charles, Prince of Wales leading the proceedings. The visitors centre now sees more than 35,000 visitors per annum.